



2026

STATE OF THE BAGEL

As America's largest bagel shop, baking over 200 million bagels annually, Einstein Bros. Bagels has the inside scoop on bagel lovers' hot takes and bagel behaviors.

Our nationwide survey* of 1,000 U.S. adults uncovers insights into how Americans really feel about the beloved breakfast staple.

**200 MILLION
BAGELS**



LAI D END-TO-END
would stretch ~24,000 miles, almost all the way around the Earth

STACKED FLAT
would reach higher than Mt. Everest over 1,000x



THE BAGEL IS KING



55%

Boldly state

**“ BAGELS ARE
BETTER THAN
DONUTS ”**

NOTABLE BAGEL HABITS

52%

Declare they eat bagels

**ANY TIME
OF DAY**



51%

call their beginning-of-the-week bagel buy
"MEAL PREP"

56%

admit to
**LICKING
SHMEAR** directly
from the knife



BAGEL DEVOTION RUNS DEEP

When asked what they'd give up for unlimited bagels + shmear access:

36%

give up social media
scrolling for a week



29%

abandon their daily
commute **playlist**



23%

sacrifice sleeping in on
weekends for 3 months

ZZZZZZ



BAGEL LOVERS WANT VARIETY

Sweet vs. Savory Shmear?
Choose 1 category for life

40% chose **SAVORY**
for its versatility

32% declared it
IMPOSSIBLE
to answer

Stranded on a deserted island?
Pick your 1 bagel flavor for forever

33%

**EVERYTHING
BAGELS**

for maximum flavor
variety (edging out
Plain, our top seller)



TOP BAGEL FLAVORS NATIONWIDE



TOP SHMEAR FLAVORS NATIONWIDE



*Methodology: This survey was conducted online among 1,000 U.S. adults ages 18 to 65+. The survey was fielded over December 13 – 18, 2025. The margin of error for a sample of this size is approximately ± 3.1 percentage points at the 95% confidence level.

